The Bridge

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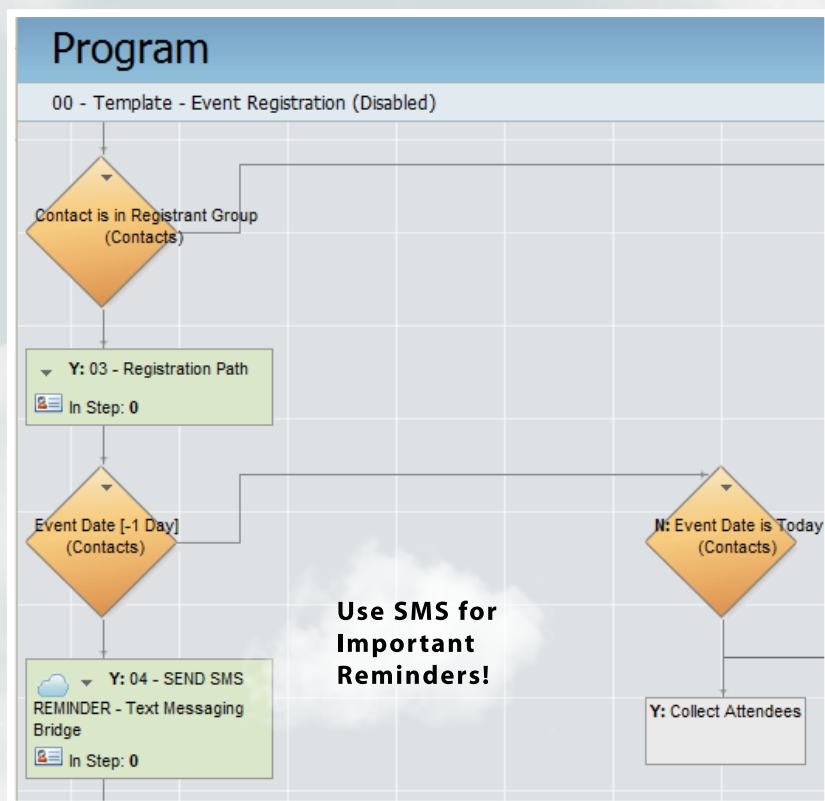
Text Messaging Bridge

DO YOU... ?

- Run events or webinars and need to send reminders to registrants?
- Want to integrate other marketing channels into your 1-1 marketing strategy?
- Optimize your spend on text messaging?

THERE'S A BRIDGE FOR THAT- HERE IS HOW IT WORKS...

By leveraging our best practices and technology from StrikeIron, you can integrate a quick text message send to a single person at a time, based on their behavior or some action they have taken.

Use SMS for Important Reminders!

By adding our technology to your campaign you can:

- Automatically send out text messages to prospects at the right time

- Automatically remind contacts of upcoming events

- Reduce costs of SMS spend, while increasing the relevancy of your messaging

http://thebridge.couch-associates.com

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The Bridge connects your Eloqua Marketing Platform to other 3rd party systems in order to achieve maximum ROI for your marketing investment.

Following our best practices, you can:

1. INCREASE Lead conversion by giving sales the data they need.
    a. Optimize incoming leads for the sales team by enriching the lead with best-in-class data.

2. INCREASE response rates by incorporating other marketing channels at the right time.
    a. Utilize new marketing channels like SMS, at the right time, in order to achieve higher event attendance.

3. INCREASE customer retention by automating reward distribution.
    a. Do you send your prospects a thank you gift after receiving a demo? Why spend the time to send that out manually? Automate the process with Eloqua and The Bridge!

Advanced configuration for Text Messaging Bridge

StrikeIron User Name rabreo@couch-associates.c

StrikeIron Password ••••••••••••

Destination ◯ Static ◉ Eloqua Field
Business Phone

From ◉ Static ◯ Eloqua Field
Chris Jones

Message ◉ Static ◯ Eloqua Field
This is a test message

Save Changes

Your Cloud Connectors

Text Messaging Bridge
CouchAssociates on step 475
- Overview
- General Settings
- Advanced Setup
- Notifications
- Reporting
- Administration

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